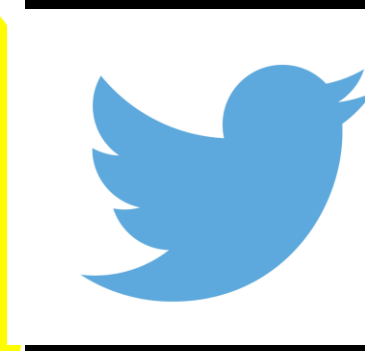
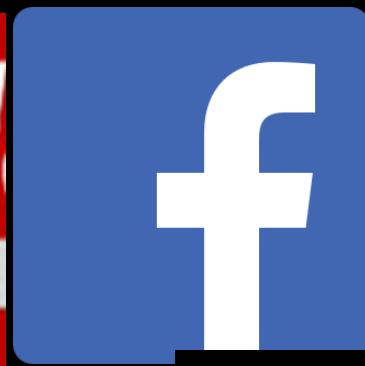
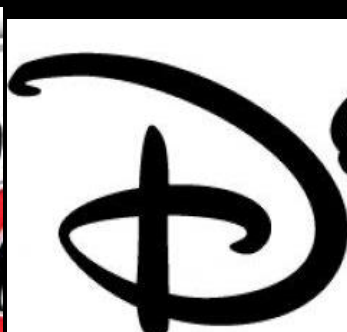


Media Awareness

Are You A Target??

This is a great opportunity to talk about advertising with your kids. Go through this with them and get the conversation started!

- Look at the logos on the next page!
- Make it a contest to see who can get the most correct.



ANSWERS

- Apple
- Budweiser
- Coors Light
- Disney
- ESPN
- Facebook
- Gatorade
- Hempz
- Icee
- Junior Mint
- Kit Kat
- Lego
- McDonalds
- Netflix
- Oreo
- Pinterest
- QFC
- Rainier Beer
- Snapchat
- Twitter
- UPS
- Vans
- Windows
- Xbox
- Youtube
- Zumiez



What is a brand?

- Words and pictures that come to mind when you think of a company
- Makes you want to buy it

We know them well!

Think Outside the Bun ?



Taste the Rainbow



You're in good hands



The quicker picker upper



We see over 5,000 ads each day.

- Logos
- Commercials
- Product placement in movies and tv
- Posts you put on Instagram, Snapchat etc.

We know that companies spend a lot of money on creating their brand with advertising. But what kind of tools do they use to do this?



- ***Humor:*** It is easy to sell something when people are happy and laughing because of the product.
- ***Celebrities:*** Using famous people to draw attention and promote their product.
- ***Emotions:*** Like the ASPCA commercials with the sad dogs, companies use things like happiness, sadness, or anger to relate to you. They will often tie it in with relatable situations to “tug at your heartstrings” and make their message hit home.
- ***Repetition:*** Using a particular slogan, symbol or logo over and over.
- ***Problem solver:*** Show you how good your life can be with their product. It can solve your problems, you will have more money, more girls, more power.

Pick Me! Pick Me!

- Companies create brands so that every time you go to the store and see all of the other brands, you will select them. Although we don't think of it, we will naturally gravitate to things that we trust and that we have a personal connection with.

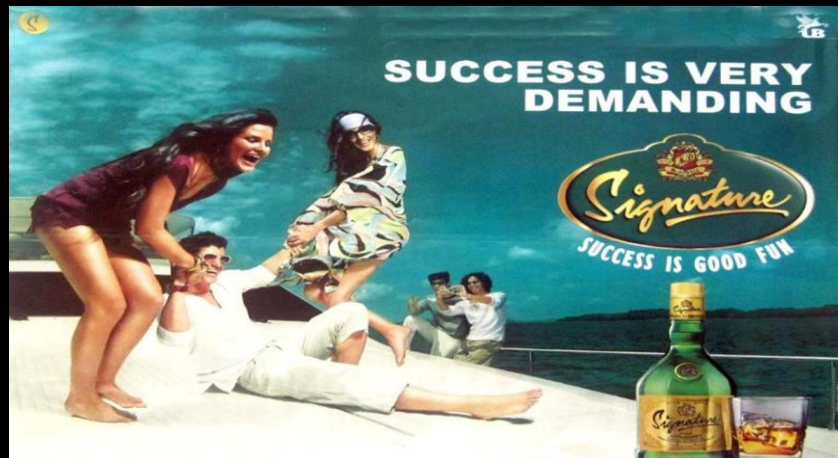


Why Are Teens A Target??

- There are 33 million teenagers in the U.S.- The largest generation ever.
- Each year U.S. teens spend an estimated \$100 billion and influenced others to spend an additional \$50 billion.

- Alcohol & Tobacco companies are
- NO
- different in their Advertising Strategies...
- No matter what they say in public, the truth is...
- YOUTH are their market!

What messages are alcohol companies trying to send?



Quotes from alcohol & tobacco companies

- Cigarettes are no more addictive than gummy bears.”
(Bennett LeBow, Tobacco CEO)
- “If you are really & truly not going to sell to children, you are going to be out of business in 30 years.” (Same)
- "It's one of the few drinks where you don't necessarily know you're drinking alcohol and that's a conscious effort to make those drinks more appealing to young people.”
(Marketing Director- Absolute Vodka)
- “Todays teenager is tomorrows potential regular customer.”
(Phillip Morris)
- “It’s the parents responsibility to ensure that their kids aren’t drinking, not ours.” (Anheuser-Busch)

Why Target Teens?

- Teens who start drinking before the age of 15 are 5 times more likely to become alcoholics than those who wait until the age of 21.
- Alcohol is connected to the top three causes of teen death: accidents, homicide, and suicide.
- The average age for youth to use cigarettes in WA state is 12.
- “Every single day, 7,000 kids under age 16 take their first drink, and \$6 billion of alcohol advertising and marketing each year isn't helping.” -Jim O'Hara, the Center on Alcohol Marketing and Youth

Product Placement....Did You Notice??



Products Marketed to Youth



It is important to talk to your kids about ads & marketing

- Start Young
 - Explain how advertising works
 - Help spots ads around them
 - Point out tricks of the trade
 - Explain how youth are targeted
 - Talk about the value of money
- Talk about the dangers of youth drug/alcohol use

For More information about the Kent Police Youth Board

Contact

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